

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF  
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, as required by FCC rule. The FCC rule states: "Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and charges made, if any, if request is granted. Such records shall be retained for a period of two years."

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- (1) **Date of request:** 10/29/2012
- (2) **Name of candidate:** Holly Hughes
- (3) **Office for which candidate is running:** US House- District 91
- (4) **Political party:** Republican
- (5) **Name of person using time if other than candidate:** n/a
- (6) **Request made by candidate:** Yes: x No: (Check one)
- (7) **Request made on behalf of candidate by:** Kristin Keller ( Marketing Resource Group)
- (8) **Request made:** In writing: x In person: By phone:  
(Check one. If in writing, attach and retain.)
- (9) **Disposition of request:** Granted: x Not granted:  
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain.)
- (10) **Were any payments received?** Yes: x No:  
(Check one. If "yes", state amount in space below):

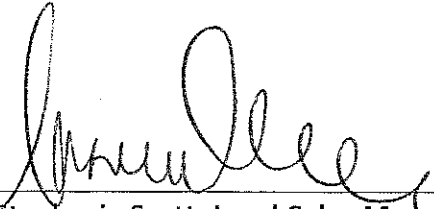
GROSS: \$6100.00 NET: \$5185.00

WXMI

STATION

10/29/2012

DATE

  
Stephanie Scott, Local Sales Manager  
SIGNATURE OF PERSON RECEIVING  
REQUEST ON BEHALF OF STATION

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WXMI-TV	<b>Date:</b> 10/23/12
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I, Kristin Keller,  
 being/on behalf of: HOLLY HUGHES, a legally  
 qualified candidate of the REPUBLICAN political  
 party for the office of: HD91  
 in the GENERAL  
 election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	VARIOUS	VARIOUS	CANDIDATE	VARIOUS	1

**Total Charges:** \$6100.00 Gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Holly Hughes 8801 Lehman, Montague MI 49437 231-760-6644

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Heather Hughes

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

10/23/12

Date



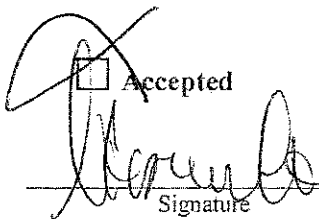
Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Stephen Dyer

Printed Name

10/29/12

Title



Flight Dates 10/30/12-10/31/12

Contract / Revision 402725 /

Original Date / Revision  
10/29/12 10/29/12

Advertiser Friends of Holly Huges/R/St

Product

Agency Com 15%

Billing Contact

225 S Washington Square  
Lansing, MI 48933

Agency Marketing Resource Group

Buying Contact

225 S Washington Square  
Lansing, MI 48933

Sales Office L-GR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 12-FHH-902

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL4

Priority 02

Advertiser Ref

Primary Account Executive

Local Political WXMI

Account Executive Order% Start Date End Date

Local Political WXMI 100%

Order Share 100% Market Value 6100

Competing Station	% of Order	Amount
2WOOD	%	0
3WZZM	%	0
4WWMT	%	0
5WOTV	%	0
6WXSP	%	0
7WZPX	%	0
8CABL	%	0
9UNKW	%	0

### Order Totals

### Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	10	\$5,185.00	\$6,100.00	0.00	10/29/12	10/31/12	10	\$5,185.00	\$6,100.00
Totals	10	\$5,185.00	\$6,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	17	10/30/12	10/31/12	M-F 5a-9a News M-F 5a-9a News	CM	6-7a (6:00 AM-7:00 AM)	-TW----	:30	2	\$200.00	01	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TW----		2				\$200.00		0.00			
N 2	17	10/30/12	10/31/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-TW----	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TW----		2				\$150.00		0.00			
N 3	17	10/30/12	10/31/12	M-F Fox 17 News at 6p M-F Fox 17 News at 6p	CM	6p-7p	-TW----	:30	2	\$300.00	01	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TW----		2				\$300.00		0.00			
N 4	17	10/30/12	10/31/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-TW----	:30	2	\$900.00	01	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TW----		2				\$900.00		0.00			



Contract / Revision 402725 Flight Dates 10/30/12-10/31/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Friends of Holly Hughes/R/S Product

Estimate # 12-FHH-902

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	17	10/30/12	10/31/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-TW----	:30	2	\$900.00	01	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TW----	2		\$900.00		0.00						
N 5	17	10/30/12	10/31/12	M-F Fox 17 News at 10p M-F Fox 17 News at 10p	CM	10p-11p	-TW----	:30	2	\$1,500.00	01	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TW----	2		\$1,500.00		0.00						
Totals														10	\$6,100.00



MARKETING RESOURCE GROUP

ADVERTISING ORDER

W00 #462725

Agency / Billing Address  
Marketing Resource Group, Inc.  
225 S. Washington Square  
Lansing, MI 48933  
Ph: (517) 372-4400  
Fx: (517) 372-4045

Media Buyer Contact Information  
Kristin M. Keller  
Ph: (313) 792-2511  
kellermmediaconsulting@gmail.com

Advertiser: Friends of Holly Hughes  
Job Number: 12-FH4-902  
Flight Dates: 10/30/12 - 10/31/12

Candidate Network TV

DMA	Station	Network Affiliation	Days	Daypart Start	Daypart End	Program Name	Rate :30 Spot	Rate Type/Class	Spots per Week	Total Gross Cost per Week
Grand Rapids-K4 WXXM	FOX	MON-FRI		6:00 AM	7:00 AM	FOX 17 MORNING NEWS	\$ 200.00	SECTION I	2	\$ 400.00
Grand Rapids-K4 WXXM	FOX	MON-FRI		11:00 AM	12:00 PM	RICKI LAKE	\$ 150.00	SECTION I	2	\$ 300.00
Grand Rapids-K4 WXXM	FOX	MON-FRI		6:00 PM	7:00 PM	FOX 17 NEWS AT 6:00	\$ 300.00	SECTION I	2	\$ 600.00
Grand Rapids-K4 WXXM	FOX	MON-FRI		7:00 PM	7:30 PM	2.5 MEN	\$ 900.00	SECTION I	2	\$ 1,800.00
Grand Rapids-K4 WXXM	FOX	MON-FRI		10:00 PM	11:00 PM	FOX 17 News @ Ten	\$ 1,500.00	SECTION I	2	\$ 3,000.00
WXXM Total									10	\$ 6,100.00

Tuesday - Wednesday

October 30 - 31

NET TOTAL COST \$ 5,185.00